

Message Text

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ACTION CU-04

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SUBJECT: PPP WS-18 INDEX NO. 4090 SEMINAR ON "CONTINUITY AND
CHANGE IN CONTEMPORARY URBAN PLANNING" TO INCLUDE STAG.

REF: AGENCY (ICS/D) RESPONSE OF 7/15/75 TO PPP'S FOR FY 1976

1. POST HAS BEEN FORTUNATE IN ENLISTING INTEREST AND COOPERATION
OF WELL-KNOWN U. S. URBAN PLANNER AND FORMER HEAD OF THE OFFICE OF
MIDTOWN PLANNING AND DEVELOPMENT AND CITY PLANNING COMMISSIONER,
NEW YORK CITY, MR. JACQUELIN ROBERTSON, TO HELP DESIGN AND PUT ON
URBAN SEMINAR. ROBERTSON NOW CHIEF OF LLEVELLYN DAVIES INT'L IN
TEHRAN, AND INTERNATIONAL ARCHITECTURAL-PLANNING CONCERN UNDER
CONTRACT TO CITY OF TEHRAN TO DESIGN, PLAN, AND SUPERVISE
BUILDING OF SHAHESTAN PAHLAVI, NEW TOWN PLANNED AS CULTURAL,
GOVERNMENT, BUSINESS, AND RESIDENTIAL CENTER OF TEHRAN.
ROBERTSON HAS PLAYED MAJOR ROLE IN ORGANIZING ASPEN SUMMER
DESIGN CONFERENCES FOR PAST 15 YEARS AS WELL AS NUMEROUS URBAN
PLANNING SEMINARS IN NEW YORK AND THROUGHOUT U.S. BEING
CLOSELY INVOLVED IN URBAN PLANNING IN TEHRAN AND DEEPLY CONCERNED
WITH RELATED PROBLEMS, ROBERTSON SUGGESTS, AND POST CONCURS,
THAT THEME EMPHASIS BE ON URBAN DESIGN RELEVANT TO IRAN AND OTHER
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DEVELOPING COUNTRIES, AS DEFINED IN PROGRAM TITLE ABOVE.

2. OBJECTIVE: POST PROGRAM AIMS AT ESTABLISHING SERIOUS FORUM AT WHICH PROBLEMS AND DICHOTOMIES INHERENT IN MODERN URBAN PLANNING AND TECHNOLOGICAL INNOVATION ARE EXPOSED. DISCUSSIONS WOULD DEMONSTRATE THAT COMPLEXITIES OF CONTINUITY AND RAPID CHANGE HAVE LONG BEEN CONFRONTED IN U.S., AND ALTHOUGH NOT FULLY RESOLVED, ALL BEING DEALT WITH INNOVATIVELY. SOPHISTICATED LEVEL OF AMERICAN TECHNOLOGICAL AND SOCIOLOGICAL THINKING IN THIS FIELD WILL BE DEMONSTRATED BY PARTICIPATION OF STAG PLUS ROBERTSON. PROGRAM SHOULD ASSIST IRANIANS TO UNDERSTAND MORE FULLY IMPLICATIONS OF PROFOUND SOCIAL, ECONOMIC, AND PHYSICAL CHANGES WHICH THEY ARE EXPERIENCING MOST IMMEDIATELY IN REALM OF URBAN PLANNING.

3. POTENTIAL THEMES MIGHT INCLUDE:

- 1) TRADITION VS TECHNOLOGY
- 2) CONSISTENCY VS ORIGINALITY
- 3) REPETITION VS INVENTION (OR VARIETY)
- 4) STABILITY VS FLEXIBILITY
- 5) PAST VS FUTURE
- 6) REAL VS UTOPIAN
- 7) TOTAL CHANGE VS INCREMENTAL CHANGE

4. SPEAKER: BECAUSE SUBJECT IS OF INCREASING IMPORTANCE TO CONCERNED IRANIANS FROM THE QUEEN (NOTE HER WIDELY PUBLICIZED SPEECH ON SAME SUBJECT AT RECENT ASPEN CONFERENCE) ON DOWN, POST DESIRES BEST SPEAKER THIS AREA. IN FOLLOWING ORDER, REQUEST APPROACHES BE MADE TO:

A) LEWIS MUMFORD, ALTHOUGH UNDERSTAND HE RARELY TRAVELS NOW, ROBERTSON CONSIDERS HIM BY FAR BEST QUALIFIED, AND LOCALE/THEME MAY ENTICE HIM. HOWEVER, REQUEST AGENCY CONSIDER WHETHER AGE FACTOR COULD IMPEDE VIGOROUS, WELL-DEFINED PRESENTATION AND FULL PARTICIPATION AND INTENSIVE PROGRAMMING WHICH POST WILL EXPECT FROM STAR SPEAKER.

B) GREGORY BATESON NOW AT KREISGA COLLEGE, UNIVERSITY OF CALIFORNIA AT SANTA CRUZ (PHONE DIRECTORY LISTING UNDER SANTA CRUZ SUBURB BEN LOMAN), STRONGLY RECOMMENDED AS MOST PROVOCATIVE U.S. SCIENTIST CONCERNED FOR MANY YEARS WITH "ECOLOGY OF CHANGE". SEE UNCLASSIFIED

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CONTEMPORARY AUTHORS, 1974, FOR FULL BIODATA.

C) VINCENT SCULLY, YALE ARCHITECTURE HISTORIAN, WHO HAS GIVEN MUCH THOUGHT TO WAYS WHICH HISTORY AFFECTS CONTEMPORARY URBAN DESIGN AND IS SUPERB SPEAKER. ALL KNOW ROBERTSON WELL.

5. NUMBER OF TALENTED IRANIS AVAILABLE WHO WOULD ALSO BE INVITED TO PARTICIPATE.

6. AUDIENCE: PROGRAM WILL BE DIRECTED TO SELECT AUDIENCE
DRAWN FROM PROFESSIONAL AND INTELLECTUAL ELITE OF TEHRAN,
INCLUDING GOVERNMENT, ACADEMIA, URBAN PLANNING AND ARCHITECTURE,
MUNICIPALITY, AND MEDIA. ALSO HOPE TO INCLUDE LEADING UNIVERSITY
GRADUATE STUDENTS FROM URBAN PLANNING AND SOCIOLOGICAL DEPARTMENTS.

7. PROPOSED PROGRAM: REQUEST STAG ONE WEEK TO TEN DAYS.
SEMINAR ITSELF PROBABLY WILL BE LIMITED TO TWO-THREE DAYS BECAUSE
OF EXTREMELY HEAVY RESPONSIBILITIES OF DESIRED PARTICIPANTS.
CHICAGO URBAN PLANNING EXHIBIT TO BE USED IN SEMINAR HALL. BEYOND
SEMINAR, PROGRAM WILL BE INCLUDE FIELD TRIPS TO SHAHESTAN PAHLAVI
SITE, INDIVIDUAL APPOINTMENTS, PROFESSIONAL LUNCHEONS, RECEPTIONS,
AND MEDIA INTERVIEWS. ALSO HOPE USE STAG IN PROVINCIAL PROGRAMMING.

8. TIMING: BEST TIME IS LATTER PART OF NOVEMBER, BUT POST
FLEXIBLE TO OBTAIN TOP NOTCH SPEAKER.

9. AGENCY SUPPORT: NEED STAG BACKGROUND MATERIAL, PHOTOS, ETC.
WILL ADVISE OTHER MATERIALS LATER.
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